

## CLAIMS

1. A transmission system of services linked to relevant geographic zones and comprising at least one transmitter (1,2,3,4) transmitting said services into said zones (11,12,13,14) and a receiver (100) comprising a receiver sub-assembly (110) receiving said services, further a locating unit (130) determining the geographic position of said receiver (100) and a switching unit (140) to switch said receiver sub-assembly (110) so that latter shall receive the service(s) linked to the relevant zone(s) corresponding to the geographic position ascertained by said locating unit (130),

characterized in that

said transmission system or each transmitter simultaneously transmits the services linked to the relevant zones (11,12,13,14) overlapping a portion of its coverage and the descriptions of the relevant zones (11,12,13,14) and also the addresses of the services for the zones neighboring to said zones overlapping said part under its coverage.

2. Services transmission system as claimed in claim 1, characterized in that at least one relevant geographic zone among said zones is defined being overlapping at least one neighboring relevant zone.

3. Services transmission system as claimed in either of claims 1 and 2, characterized in that each relevant geographic zone is defined by a set of geometric features.

4. Services transmission system as claimed in claim 3, characterized in that at least one relevant geographic zone is determined by a closed set of geometric features which define one or more polygons.

5. Services transmission system as claimed in claim 4, characterized in that at least one of said polygons is coincident by at least one of its apices with road markers.

6. Services transmission system as claimed in one of the above claims, characterized in that some relevant zones are included rigorously within other relevant zones.

7. Services transmission system as claimed in one of the above claims, characterized in that in addition to describing the relevant zones and the addresses of said services, each transmitter transmits optional information about data density and service quality.

8. A receiver receiving the services linked to relevant geographic zones and transmitted by at least one transmitter,

characterized in that

it comprises a locating unit (130) determining the geographic position of said receiver (100), furthermore a receiver sub-assembly (110) which, simultaneously with the services linked to the zones within it is located, also receives the descriptions of the relevant zones and the addresses of the services of the zones neighboring to the zones being covered, and a switching unit (140) receiving said descriptions and switching said receiver sub-assembly (110) so that latter shall receive the service(s) linked to the relevant zone(s) corresponding to the geographic position ascertained by said locating unit (130).

9. Receiver as claimed in claim 8, characterized in that it includes means whereby the user drives the switching unit according to his selection, in particular when the

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